

# Moreton Island Adventures

## case study



### From Paper-Based to Digital Excellence

Moreton Island Adventures (MIA) has been connecting visitors to Moreton Island for more than 50 years, operating a high-volume ferry service in a highly seasonal environment. As demand and customer expectations increased, MIA's legacy, paper-based booking and check-in processes struggled to scale. Manual workflows limited real-time visibility, constrained staff capacity, and made it difficult to manage inventory resulting in overbookings and operational stress during peak periods. To support future growth and deliver more efficient, customer-centric experience, MIA needed to modernise its ferry operations with a digital, integrated solution.

#### Objectives

- Improve demand forecasting using historical booking data
- Anticipate peaks and quieter periods more accurately
- Align ferry capacity and schedules with expected demand
- Reduce operating costs through data-driven decisions
- Enable faster, more confident planning with clear insights
- Improve customer experience through better service availability

#### Solutions

- Implemented the FerryHawk digital reservation and operations platform
- Replaced paper workflows with a fully online booking system
- Introduced 24/7 customer self-service across all devices
- Deployed QR code check-in for faster, more accurate boarding
- Enabled AI-powered pricing optimisation to improve yield and capacity control
- Streamlined operational workflows to reduce manual administration

## RESULTS

**Full transition from paper-based processes to a digital booking platform**

**Reduced phone dependency through 24/7 online self-service**

**Faster, more accurate boarding with QR code check-in**

**Improved revenue control through AI-powered pricing optimisation**

**Increased customer satisfaction and reduced staff frustration**

**Faster crew training and increased operational flexibility**

#### Conclusion

Moreton Island Adventures' journey from paper-based processes to digital excellence demonstrates how the right technology can transform both operational performance and customer experience. With FerryHawk now at the core of its business, MIA has not only future-proofed its operations but also enabled smarter decision-making, confident growth, and consistently exceptional customer journeys.

#### Testimonial

*Since switching to FerryHawk's software, managing bookings has been so much easier. It's fast, reliable, and built with ferry operations in mind. The team actually understands what we need – it's made a huge difference.*

**Cory Taylor, Manager**

